

Environment and Natural Resources Finance and Policy Committee



MINNESOTA ZOO

A Unique State Agency

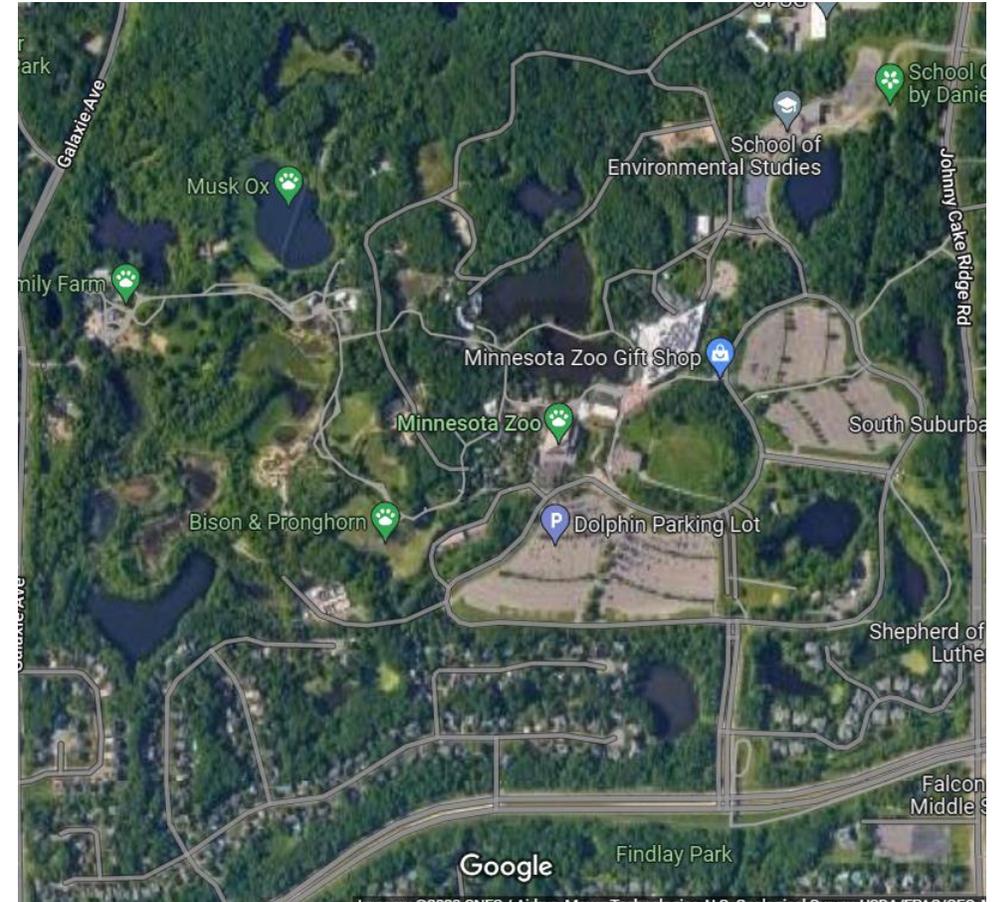


- ✓ 44 year-old campus
- ✓ 5th largest zoo in the country
- ✓ 1.3 million visitors/40,000 household members in a typical year
- ✓ Private/public partnership
 - ~1/3 operating support from the State
 - ~2/3 operating budget is earned and contributed revenue

Cost Drivers – Unprecedented Inflation



- ✓ Utilities for a 485-acre campus with 121 buildings (644,000 sq. ft.)
- ✓ Powering 375 vehicles to transport supplies and animals, plow 10 miles of roads and pathways
- ✓ Feed, medicine, and supplies for nearly 5,000 animals
- ✓ Bargained contract increases and enterprise IT rates



Governor's Budget Recommendation



MINNESOTA ZOO



Maintain Current Service Levels

FY24: \$2.87M FY25: \$3.29M



Public Safety & Security Systems

\$850k one-time

Governor's Budget Recommendation



- ✓ Maintain world-class zoo experience and highest quality animal care
- ✓ Continue revenue-generating initiatives vital to sustainable business model
- ✓ Address rapidly rising costs outside of Zoo's control
- ✓ Remain accessible to Minnesotans by keeping price increases modest



Industry Price Increase - Trends



Data shows cultural institutions across the country are increasing admission prices substantially; some as much as 33% per guest ticket.

Similar price increases are occurring across the zoo and aquarium industry as inflation has caused dramatic increases in the operating costs of 24-hour operations that care for a living collection.

Data for zoos with a similar operating budget:

Institution	2019 Pricing	2022 Pricing
Indianapolis Zoo	\$16.00	\$32.95
Columbus Zoo	\$19.99	\$24.99
Henry Doorly Zoo (Omaha)	\$21.95	\$29.95



Public Safety & Security Systems



- ✓ Strong physical security / modern controls
 - Install badge readers in priority areas
 - Recore locks elsewhere

- ✓ Emergency communications
 - Convert handheld radio system to digital
 - Replace obsolete phone system

- ✓ Monitor risks
 - Expand security camera coverage
 - Professional security assessment





Your State Zoo...Serving Minnesota

Our mission is to connect people, animals and the natural world to save wildlife.

- World recognized conservation work; turtles, bison, butterflies, mussels
- Work in partnership with organizations throughout MN including DNR, U of M, MNDOT, etc.
- State's largest environmental educator – providing classroom curriculum and both in-person and virtual learning opportunities (~90K students in a typical year)
- For all Minnesotans - committed to diversity, equity, access, and inclusion
- ~90,000 Minnesotans from nearly all counties visit the Zoo for free through our *Free to Explore* program (in a typical year)
- \$226 million of annual economic impact to Minnesota



Questions?



John Frawley, Zoo Director



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